



Making A Difference For Generations

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



SENIOR CORPS WEEK 2010



Foster Grandparents

Share Today. Shape Tomorrow.

Last year 28,400 Foster Grandparents served more than 247,000 children and youth with special or exceptional needs – providing one-on-one tutoring and mentoring and serving as role models.



RSVP

Lead With Experience

Last year more than 414,000 RSVP volunteers tutored and mentored children, assisted victims of natural disasters, improved the environment, conducted safety patrols, mobilized other volunteers, and provided business and technical expertise to nonprofit groups.



Senior Companions

Make Independence a Reality

Last year 15,200 Senior Companions helped more than 68,200 frail seniors remain independent in their homes by transporting them to medical appointments, shopping for groceries, and offering respite to care givers.

The Senior Corps Week celebration spread Nationwide:

- Governors in Oregon and Florida proclaimed September 20-24, 2010 "Senior Corps Week."
- Senior Corps radio interviews reached over **2 million listeners.**
- Transit advertising resulted in more than **53,000,000 views** in nine cities.
- In total, Senior Corps Week garnered more than **135,000,000 mentions in the media nationwide.**
- Senior Corps programs across the country celebrated Senior Corps Week through luncheons, picnics, volunteer fairs, and more.

OVERVIEW

For more than four decades, volunteers age 55+ have been bringing their lifetime of experience to meet tough challenges in our communities. The Corporation for National and Community Service hosted the first ever Senior Corps Week from September 20-24, 2010 to help shine a spotlight on senior service. Senior Corps Week recognized the 500,000 Senior Corps volunteers who provided more than 98 million hours of service last year. Senior Corps Week is a week-long initiative designed to create awareness and recognize and thank community partners and volunteers for the impact they make in their communities.

 **Making A Difference
For Generations**

The theme "Making a Difference for Generations" highlighted the service of Foster Grandparent, Senior Companion, and RSVP volunteers. The marketing and media campaign reached millions of Americans through local events, media coverage, and advertising. The campaign helped raise awareness about the impact Senior Corps volunteers make in their communities.



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THE CREATIVE APPROACH FOR SENIOR CORPS WEEK 2010

The Corporation for National and Community Service developed a creative theme that recognized the Senior Corps legacy and the contributions of its volunteers. The theme was:



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Raising Awareness On Multiple Fronts

Senior Corps Week advertising was featured on a combination of billboards, bus shelters, and bus exteriors.



Transit advertising like this one (left) from Dallas, Texas resulted in 53,805,950 views in nine cities. In total, the Senior Corps Week transit advertising campaign netted in over 135,000,000 views.



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CREATING BUZZ AT THE NATIONAL AND LOCAL LEVELS

Cities, counties, and states across the country officially recognized the contributions of Senior Corps volunteers. Governors in Florida and Oregon proclaimed September 20-24, 2010 "Senior Corps Week" to recognize Senior Corps volunteers and programs for the impact they have made on their communities. Project directors across the country hosted local events to honor and celebrate the amazing service of their volunteers.

Senior Corps Week in the News

A sample of some of the headlines that highlighted Senior Corps Programs:

"Montanans Encouraged To Celebrate Senior Corps Week," - KBZK.com, Montana News

"Maine Recognizes Contributions of Senior Volunteers," - WLBZ2 TV, Maine News

"National Service Agency Highlights Impact of 55+ Volunteers," - Forbes

"Seniors Who Volunteer Are Honored Nationwide," - Senior Services, Inc.

"RSVP Volunteers Have Donated More Than 60,000 Hours This Year," - The Gadsden Times

"Take a Bow, Senior Corps, For All You Do For Montana," - Great Falls Tribune

"Senior Corps Week Sept. 20-24," - Decorah Journal

"Foster Grandparents Make a Difference in Biddeford Schools," - Journal Tribune

**"Foster Grandparent Volunteers Help Students Thrive
With One-On-One Help,"** - The Oregonian

"Senior Corps Programs Recognized This Week," - Fort Madison Daily Democrat



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Enthusiastic Spokespersons Spread the Word about Senior Service

The Director of Senior Corps Erwin Tan, MD and RC Turner, an RSVP volunteer, joined together as co-spokespersons for media interviews around the nation. In the interviews they talked about the impact of volunteers age 55+ in the community.



RC Turner is an RSVP volunteer and started the "Girlfriends Club," a DC-based organization that pairs volunteers age 55+ with people in nursing homes or assisted living communities to provide those who are without regular family visits the support and personal connection they need.



Erwin Tan, MD is the Director of Senior Corps. Dr. Tan provided a national perspective on the important work volunteers age 55+ are doing every day, across the country. And as a board certified Geriatrician, he was also able to highlight the health benefits of service – volunteers live longer!

If you have the passion, we have the program."
Dr. Tan, on American Urban Radio National

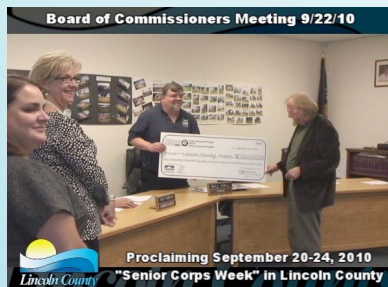
"First of all, I'm 64 years old...I don't mind saying that...and I was just crowned Miss. Senior D.C. in 2008, so that tells you I am no spring chicken. Volunteering has kept me active and really out there so that's why I'm out here encouraging your listeners to go to getinvolved.gov and find something that will interest them!"

Dorothy "RC" Turner on WFTL – Miami

"This is a big program with a big impact. Volunteering is not only nice, it's necessary, especially today when we have communities in need. We have the largest growing resource in the United States – Americans age 55+ - and they're eager to make a difference and that's what we want to celebrate."

Dr. Tan on WTOP, Washington D.C.

Senior Corps Week Proclamations Inspire and Celebrate a Generation of Volunteers



The Board of Commissioners in Lincoln County, Oregon marked the September 20-24, 2010 week, "Senior Corps Week" with the presentation of a check during their meeting.

Let's Celebrate! Senior Corps Volunteers Take a Bow in Local Communities Nationwide



Senior Corps programs across the country honored their volunteers through luncheons, picnics, and other events

Start Planning!



Senior Corps Week 2011 September 19-23

It's **Easy!** Just go to **GetInvolved.gov** to find out how you can help us celebrate volunteers age 55+ in your community next year.



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